

## WHAT IS CLAIMED IS

1. A composition comprising alkali salts of fatty acids, glycerine, and at least 6 weight percent unsaponifiable materials, wherein the composition has a pH greater than 7 and the substantivity is greater than a like composition omitting the at least 6 weight percent unsaponifiable materials.  
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2. The composition of claim 1 wherein said fatty acids are obtained from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buck wheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, deoiled lecithin, dog fish oil, esparto wax, oils from fungi and other microorganisms,  
10 guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (olean), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, and wheat germ oil.
- 15 3. The composition of claim 1 comprising at least 20% by weight of unsaponifiables.
4. The composition of claim 2 comprising at least 20% by weight of unsaponifiables.
5. A method of providing substantive benefits to an animal subject comprising adding a suitable amount of the composition of claim 1 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling  
20 agent to the hair, skin, scales, or feathers of an animal subject.

6. A method of providing substantive benefits to an animal subject comprising adding a suitable amount of the composition of claim 2 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
- 5 7. A method of providing substantive benefits to a botanical subject comprising adding a suitable amount of the composition of claim 1 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
8. A method of providing substantive benefits to a botanical subject comprising adding a  
10 suitable amount of the composition of claim 2 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
9. A method of providing substantive benefits to an inanimate subject comprising  
adding a suitable amount of the composition of claim 1 to an acidic gelling agent in  
15 order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
10. A method of providing substantive benefits to an inanimate subject comprising  
adding a suitable amount of the composition of claim 2 to an acidic gelling agent in  
order to neutralize the acid gelling agent followed by applying the resultant  
20 neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.

11. A composition for topical application comprising alkali salts of fatty acids, glycerine,  
and at least 6 weight percent unsaponifiable materials, wherein the composition has a  
pH greater than 7 and the substantivity is greater than a like composition omitting the  
at least 6 weight percent unsaponifiable materials, said unsaponifiable materials being  
5 at least 18 carbons in length.
12. The composition of claim 11 wherein said alkali salts of fatty acids, glycerine, and at  
least 6 weight percent unsaponifiable materials further are obtained from extracts  
selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed  
oil, barley oil, briza oil, buck wheat oil, candelilla wax, carnuba wax, cassia  
10 occidentalis oil, coffee bean oil, deoiled lecithin, dog fish oil, esparto wax, oils from  
fungi and other microorganisms, guayule plant extract, jojoba oil, jurinea oil, lanolin,  
laurel berry oil, olestra (olean), olive oil concentrate (phytosqualene), olive seed oil,  
orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea  
butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate,  
15 Vegepure from wheat grains, and wheat germ oil.
13. The composition of claim 11 comprising at least 20% by weight of unsaponifiables.
14. The composition of claim 12 comprising at least 20% by weight of unsaponifiables.
15. A substantive composition comprising the composition of claim 11 in combination  
with at least one ingredient selected from the group consisting of emollients,  
20 conditioners, pigments, dyes, pharmaceuticals, ultraviolet radiation absorbers,

physical radiation blocks, insect repellants, animal repellants, insecticides, pesticides, herbicides, animal attractants, fragrances, and hormones.

16. A substantive composition comprising the composition of claim 12 in combination with at least one ingredient selected from the group consisting of emollients, conditioners, pigments, dyes, pharmaceuticals, ultraviolet radiation absorbers, physical radiation blocks, insect repellants, animal repellants, insecticides, pesticides, herbicides, animal attractants, fragrances, and hormones.
17. A method of providing substantive benefits to an animal subject comprising adding a suitable amount of the composition of claim 11 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
18. A method of providing substantive benefits to an animal subject comprising adding a suitable amount of the composition of claim 12 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
19. A method of providing substantive benefits to a botanical subject comprising adding a suitable amount of the composition of claim 11 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
20. A method of providing substantive benefits to a botanical subject comprising adding a

suitable amount of the composition of claim 12 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.

21. A method of providing substantive benefits to an inanimate subject comprising
- 5 adding a suitable amount of the composition of claim 11 to an acidic gelling agent in order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
22. A method of providing substantive benefits to an inanimate subject comprising
- adding a suitable amount of the composition of claim 12 to an acidic gelling agent in
- 10 order to neutralize the acid gelling agent followed by applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.